Washington State
**Department of Social
& Health Services**

Report to the Legislature

Washington Connection Benefit Portal

RCW 74.04.225
2010 Engrossed Second Substitute House Bill 2782, Section 2
Establishment of an Online Opportunity Portal to Provide More
Effective Access to Available Services

December 1, 2011

Washington Connection Benefit Portal

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Appendices

1. Executive Summary

Project Intent

The Department of Social and Health Services (DSHS), in collaboration with partners from public and private (non-governmental) sectors, has implemented a secure, state-of-the-art, user-friendly benefit portal, called Washington Connection, as directed by Engrossed Second Substitute House Bill 2782 (E2SHB 2782) passed in 2010 (Appendix A).

This legislation requires DSHS to establish an online portal (the Portal) that provides the public with more effective access to available state, federal, and local services.

Since Washington Connection was implemented in December 2010, low-income individuals and families can submit online applications for services including food, cash, and medical assistance; child care subsidies; long-term care services and support; and drug and alcohol treatment.

As part of the application process to assure program integrity, DSHS staff (or City of Seattle staff for City benefits) must verify client information (e.g., income) and conduct an interview – with the exception of application for medical-only or child care subsidy – after the application is filed. Once required information is gathered and verified, the program staff can determine if the client is eligible for benefits.

The number of online applications has been increasing consistently since December 2010. In the month of October 2011, 56.69% of 69,756 total applications were submitted through Washington Connection. In addition, 24.47% of 45,554 eligibility renewals and 63.56% of 8,788 change reports were also submitted online.

Governance

E2SHB 2782 requires DSHS to design a strategy that maximizes collaboration with public and private organizations to facilitate use of an online portal by low-income individuals and families at a wide array of locations, such as community colleges, libraries, non-profits, community-based organizations, churches, and food banks.

To design and implement this strategy, DSHS and key partners chartered a project team and established a shared governance structure in early 2010 for the Washington State Benefit Portal Partnership Project (the Project). The governance structure includes a Steering Committee, Partnership Subcommittee, and Technology Subcommittee with representatives from public and private sectors.

As described in the project charter, the responsibility of the Steering Committee was to make decisions regarding the project scope, direction, approach, and resources. The responsibility of the Partnership Subcommittee and Technology Subcommittee was to provide recommendations to the Steering Committee. Because they represented a broad range of community-based organizations, their input offered critical information to DSHS in developing Portal requirements and outreach strategies.

In 2011, the Steering Committee refined the future direction of the Project and its governance based on results of the stakeholder survey and key informant interviews conducted by Uncommon Solutions (supported by the Bill & Melinda Gates Foundation). The Partnership Subcommittee also redesigned its engagement model to focus each meeting on the topics that are of interest of specific type(s) of community partners - such as Assisting Agencies, Host Organizations, or Benefit Program Administrators.

Funding Sources

One of the requirements of the legislation is to ensure that the project resources maximize available federal and private funds for the development and initial operation of the Portal. About 40% of portal development costs were supported by private funds from several philanthropic organizations. The rest was derived from existing state resources and also federal matching funds.

Washington Connection

In early 2010, the Project adopted the user-centered design principle and a collaborative approach in developing the business requirements for the Portal. This unique process involved the following activities:

- Extensive research of other states' systems
- Focus group discussions about desired Portal functions
- Gathering input from stakeholders and partners
- Conducting usability testing and accessibility testing

In July 2010, the Steering Committee named the Portal "Washington Connection" with a tagline "Your Link to Services." Launched via a series of releases between December 2010 and August 2011, the Portal makes it easy for low-income individuals and families to look for benefit program information, screen for eligibility and apply for a broad array of services and benefits online. These services and benefits include food, cash, and medical assistance; child care subsidies; long-term care services and support; and drug and alcohol treatment.

For services that require different application processes, the Portal provides additional links and information on the Portal's "Explore Options" feature and during the "Am I Eligible?" screening process. These services include: WIC Nutrition Program, Housing Assistance, Low Income Home Energy Assistance Program, Tribal TANF, Basic Health, Veterans Assistance, Child Support, Vocational Rehabilitation, and Supplement Security Income.

The Portal has other unique functionalities, including the following:

- Community-based organizations (CBO) may create secured CBO Accounts to complete, submit, sort, and view their clients' online applications. In the CBO account, the CBO supervisor has the ability to assign cases to specific workers, add new workers to the account, or remove workers from the account.

- Clients may create their own secured accounts to monitor their benefits and application status for services applied online. They can also renew (recertify) their benefits or report a change in their circumstance online.

- Through an interface with the City of Seattle PeoplePoint Data Store, Washington Connection can accept integrated applications from City residents who apply for City benefits with a single data entry. The City was able to finance the development of this interface and the Data Store with the support of a federal grant (American Recovery &

Reinvestment Act grant) and a private grant (from the Bill & Melinda Gates Foundation). All lessons learned during this interface initiative are being captured in a case study scheduled to be completed in December 2011.

- [Frequently Asked Questions](#) are available to guide users in navigating the website and help them complete the tasks. The [online tutorial](#) provides step-by-step instructions to users on how to find the information they need and complete tasks online.

- The online customer survey was added to the Portal in October 2011 for users to share experiences and evaluate portal functionality. They can also use the "contact us" link to request additional information or use the "feedback" link to offer comments and suggestions.

- The "[Community Partner Resources](#)" page became available in October 2011 for community-based organizations to access marketing materials, partner registration information, and online tutorials about how to register as a partner and how to create a CBO Account.

Washington Connection is available in both English and Spanish. Other languages may become available online when funding becomes available.

Outreach Strategies

A key implementation strategy of the Project was to maximize collaboration with public and private organizations. As of October 31, 2011, over 600 community organizations have registered as Washington Connection partners. With ongoing collaboration with partner organizations, and the funding support provided by Bill & Melinda Gates Foundation, the partnership implemented the following strategies to promote and strengthen community outreach.

- Marketing and Communications: Over 1,000 community-based organizations have received marketing materials about Washington Connection. Ongoing communications are facilitated through use of an electronic Listserv mailing list, "Feedback" link on the Portal, and meetings with community-based organizations. The Portal link has been added to other organizations' web sites. Future marketing campaigns will include bus advertisements and radio public service

announcements.

- Training and Orientation: Over 50 training sessions have been conducted to increase awareness about Washington Connection since April 2011. These training sessions were delivered through community meetings, webinars, and conferences. Two online tutorials designed specifically for community partners also became available in October 2011. The first is about how to sign up to be a partner, and the other one addresses how a community-based organization may create a CBO Account.

- Capacity Building: DSHS has taken actions to modify contracts with Basic Food outreach organizations to provide more incentives when they help complete online applications for their clients. A federally-funded pilot project targeted for Basic Food outreach to the underserved working poor in four counties – Clark, Island, Kittitas, and Mason – has also provided funding for contracted CBOs to hire staff and purchase equipment that they needed to improve client outreach and increase the use of online applications. In addition, the Mobile Community Services Offices (two large vehicles equipped with 7 work stations each) continue to partner with CBOs to assist clients with online applications through the Portal.

- Customer Support: The DSHS Economic Services IT Solutions Customer Support Team provides web-based support to Washington Connection users who submit questions or comments through the "Contact Us" link. The user usually receives an email response within one business day. As part of the January 2012 enhancement of Washington Connection, the Contact Us link will provide users with customized contact information based on questions and programs selected by the user – that will also include contact information for the City of Seattle's benefit programs.

    Customer support for questions related to benefits and services is currently distributed across multiple public and private agencies. The long-term vision of the Washington Connection Advisory Committee is to identify and implement a model for providing telephony real-time customer support to Washington Connection users across multiple benefit programs. An analysis of existing capacities and potential

future model has been conducted with the support from the Bill & Melinda Gates Foundation.

Future Enhancements

Based on the input and feedback from partners and stakeholders, the following major enhancements have been identified and are being reviewed for business requirements:

- Dynamic e-Signature page and Confirmation page with "Next Steps" information that will provide customized content based on the programs that the user is applying for.

- Super User Online Application that will streamline the online application pages for high-volume registered community partners (Assisting Agencies) that help client complete online application.

- Authorized assisting agency's access to their assigned clients' benefit information that will increase their effectiveness in helping clients find the benefits they need but haven't applied for.

- Auto-enrollment for newborns eligible for medical assistance.

- Ability to upload and attach verification documents to online application, benefit renewal, and change report.

In addition, the Project continues to expand the services available through the Portal. Specific discussions have begun to explore partnership opportunities for the following initiatives:

- Free and Reduced Price School Meals Online Application: Sponsored by the Office of Superintendent of Public Instruction.

- North Seattle Community College "Start Next Quarter": Provide clients with information about Workforce Education programs during screening process.

- City of Tacoma, City of Lakewood, and Pierce County: Identify the benefit program(s) that may be added to online application.

2. Washington State Benefit Portal Partnership Project

Through a public-private partnership, the Washington State Benefit Portal Partnership Project (the Project) was created in January 2010, sponsored by the Secretary of the Department of Social and Health Services.

Consistent with the direction of E2SHB 2782, the project charter described the purpose of the Project as to: "Create a web-based universal application/benefit portal that makes it easier for low-income families and individuals to apply for and access a variety of vital services and benefits that help them achieve self-sufficiency and move out of poverty." In the charter, the vision statement was: "Everyone in Washington State is able to meet basic needs and has the opportunity to prosper."

The Project description in the charter also included the following principles:

- **Online Application:** Create a web-based online application solution for the public and community-based organizations to access multiple social services and assistance.

- **Functionalities:** Identify critical functions such as self screening, single-entry online application, electronic signature, client account information, re-certification, and information links to other websites.

- **Interfaces:** Develop interfaces between the Portal and existing eligibility data systems and online application systems to improve process efficiencies.

- **Community Outreach:** Build on current partnership efforts to increase outreach activities through community-based organizations, local government agencies, state agencies, and tribal governments.

- **Phase-In Approach:** Adopt a phase-in approach where high priority benefit programs and functions will be implemented first, followed by the development of additional benefit programs and functions.

- **Agile Process for Business Requirements Management:** Adopt a dynamic and flexible approach to quickly identify, communicate, track,

and implement portions of business requirements and changes.

- **Continuous Improvement:** Improve the usability and functions of the Portal in order to maximize the accessibility and usage. Customer survey data will be used to identify improvement opportunities.

Business requirements for the Portal were developed with a focus on involving a broad array of partners, stakeholders, and customers to ensure that their needs were addressed. Specific business requirements for the Portal were developed through a variety of approaches:

- **Extensive Research:** Initial review of other states' systems began in summer 2009, followed by more detailed interviews with selected states in 2010 to collect additional information about their technology, governance, and partnerships.

- **Focus Groups:** In January 2010, three focus groups with members from community-based organizations provided input about desired Portal functions for Washington State's system.

- **Input from Stakeholders and Partners:** Additional input and clarification from program administrators, stakeholders, and partners was critical in fine-tuning and prioritizing the requirements.

- **Usability Testing Results:** The usability and accessibility testing provided helpful feedback and opportunity to make improvements before the system was launched.

In July 2010, DSHS conducted a branding exercise with partners and stakeholders to create the name and tagline for the Portal. After careful review and collaborative consideration, the Steering Committee named the Portal "Washington Connection" with a tagline "Your link to services."

The deliverables of the project, as described in Chapter 5, were completed on August 31, 2011. The enhancements and improvements of the Portal will continue as part of maintenance and operation through the ongoing change management process. In addition, efforts will continue to develop partnerships and improve outreach to maximize access to services and benefits.

3. Governance and Partnerships

E2SHB 2782 requires DSHS to design a strategy that maximizes collaboration with public and private organizations to facilitate use of an online portal by low-income individuals and families at a wide array of locations, such as community colleges, libraries, non-profits, community-based organizations, churches, and food banks.

To design and implement this strategy, DSHS and key partners chartered a project team and established a governance structure in early 2010 for the Washington State Benefit Portal Partnership Project. The governance structure of the Project was designed to reinforce the public-private partnership and to encourage collaboration with community-based organizations. This approach was emphasized throughout the Project by working closely with the following groups:

- **Steering Committee** (see Appendix B)**:** The Steering Committee was responsible for collaborating and providing direction on behalf of the public-private partnership. The Committee also provided support in locating private funds to finance the project. The memberships were expanded in early 2011 to include more non-profit community partners, philanthropic organizations, legislators, colleges, and representatives from state, county, city and tribal agencies.

  In 2011, the Steering Committee also refined the future direction of the Project and its governance based on results of the stakeholder survey and key informant interviews conducted by Uncommon Solutions (supported by a private grant from the Bill & Melinda Gates Foundation). After the Project phase was completed in August 2011, the Steering Committee created a charter for an Advisory Committee that will replace the Steering Committee in January 2012. The Advisory Committee will provide advice and recommendations to the Executive Sponsor regarding strategies that can maximize the use of the Portal and increase access to services and benefits.

- **Partnership Subcommittee:** The Partnership Subcommittee created in February 2010 represents community-based organizations and a variety of agencies that manage benefit programs. The members are responsible for providing input regarding outreach strategies and partnership development that will maximize the use of the Portal. The

Subcommittee also created multiple work groups in late 2010 to help develop outreach work plans. The Subcommittee will continue to collaborate and support the ongoing outreach efforts.

In late 2011, based on the feedback from partner interviews, the Partnership Subcommittee redesigned its engagement format to focus each meeting on specific topics that are of interest of specific type(s) of community partners – such as Assisting Agencies, Host Organizations, or Benefit Program Administrators. This new format will highlight panel discussions to help address outreach barriers and to encourage peer-to-peer support within different types of partners.

- **Technology Subcommittee:** The Technology Subcommittee was created in February 2010 to provide recommendations and feedback regarding technology-related questions and decisions. The members represented community-based organizations and IT managers of agencies that manage public benefit programs. This Subcommittee concluded its work in June 2011 and can be consulted as needed.

- **Core Team:** The Core Team was comprised of key project staff from the Department of Social and Health Services. The team coordinated functions among technology, operation, policy, finance, partnership, and change management. After completing the Project, the Core Team was disbanded in September 2011.

To support the day-to-day operations of Washington Connection, a program manager is responsible for managing and coordinating activities that are essential to achieving desired outcomes of the Project. These activities include: improving portal functions, improving community outreach, improving access to a wide variety of services, and expanding online application to include more statewide and local benefits. The program manager also supports the Advisory Committee and Partnership Subcommittee, collaborates with stakeholders on emerging issues, and communicates with partners on the latest resources and opportunities.

4. Funding Sources

As required by the legislation, the Project was able to secure federal, state and private funds totaling $3.8 million for development, implementation, and initial operation of the Portal. A key success factor of the project was the commitment and support from philanthropic organizations that provided necessary resources for the project.

TOTAL EXPENDITURES: $3.8 million

FUNDING SOURCES (Project Period: October 2009 – August 2011)

State IT Resources: $1.9 million (including General Fund State $36,479)
Federal Funding: $0.3 million (Food and Nutrition Supplement Program)
Private Funds: $1.6 million

TOTAL: **$3.8 million**

PRIVATE FUNDS FOR IT DEVELOPMENT AND IMPLEMENTATION

Bill & Melinda Gates Foundation	$800,000
Raikes Foundation	$100,000
Women's Funding Alliance	$10,000
Boeing Company Charitable Trust	$150,000
WA Dental Services Foundation	$100,000
Casey Family Programs	$350,000
Annie E. Casey Foundation	$100,000 (White Center Community Development Association)

TOTAL   **$1,610,000**

5. Implementation and Deliverables

Implementation of the Project was carefully designed to maximize collaboration with partners in public and private (non-governmental) sectors including a variety of community-based organizations. The key milestones and deliverables are described below.

January 2010	Establish Steering Committee and its charter.
February	Establish Partnership Subcommittee and Technology Subcommittee.
March	Develop investment plan and project plan; research and analyze other states' systems.
March	Establish Partnership Subcommittee and Technology Subcommittee to engage partners and stakeholders.
April	Conduct code analysis, accessibility assessment, and usability testing on the NY State *MyBenefits* site.
May	Finalize business requirements; determine the approach to build the State's system.
July	Begin the branding, designing, coding, programming, and usability testing for December Release.
December	Roll out *Washington Connection* with the following functionality: Explore Options, Am I Eligible (eligibility screening), Apply Now (online application), Site Help, Tutorial, FAQs, Contact Us, and Feedback.
January 2011	Release Spanish version of all available functionality.
March	Create a Listserv to share update information with community based organizations.
April	Offer orientation, training, and marketing materials to community organizations.

April	Release new functionality to allow clients to report changes in circumstances and submit eligibility reviews online.
April	Release new functionality to allow agencies that assist clients in completing online applications to create their own user account where they can view clients' applications and basic reports. Supervisors can reassign cases to agency employees.
August 2011	Release the Client Benefit Account to allow clients to view information about their case status, benefit accounts, and household membership. Security function is also included. Client can also renew benefit or report changes online.

From the beginning of this project, DSHS has been collaborating with the City of Seattle's PeoplePoint Initiative to include the City's benefits in the Portal. PeoplePoint was created to provide the one-stop place for Seattle residents to find information about City of Seattle benefits from Seattle Human Services, Seattle City Light, Seattle Public Utilities, and Seattle Office of Housing. These benefits are:

- Utility Discount Program
- City Light's Emergency Low-Income Assistance
- Seattle Public Utilities' Emergency Assistance for Water
- Child Care Assistance
- Step Ahead Preschool Program
- Early Childhood Education and Assistance Program (ECEAP)
- Weatherization Assistance through HomeWise Program

In February 2011, DSHS signed a Memorandum of Agreement with the City of Seattle and started working on the interface business requirements and data sharing process while working on the Portal project simultaneously.

The Portal's interface with the City was implemented in August 2011. With this interface, Seattle residents can apply for City of Seattle benefits and Washington State benefits from Washington Connection with a single data-entry.

6. Outreach Strategies

The legislation requires DSHS to provide access to the Portal at a wide array of locations including, but not limited to, community or technical colleges, community-based organizations, libraries, churches, food banks, state agencies, early childhood education sites, and labor unions.

To achieve this goal, the Partnership Subcommittee and its workgroups developed outreach work plans between December 2010 and June 2011. With the support of private funds provided the Bill & Melinda Gates Foundation, the lead agencies have accomplished the following:

Marketing and Communications

The Bill & Melinda Gates Foundation provided a grant of $150,000 to support marketing and communications for Washington Connection outreach. So far DSHS has distributed a number of marketing materials to 1,000 community-based organizations. They include: Basic Food Outreach Contractors, Public Libraries, City of Seattle, Housing Authorities, Salvation Army, United Ways, Senior Centers, Police and Sherriff's Offices, (larger) food banks, Area Agencies on Aging, Red Cross, Goodwill, Public School Districts, Private Schools, Community Colleges, Justice Centers, and other rural resources.

Additional distribution targets include (smaller) food banks, homeless shelters, veteran homes, refugee service centers, community clinics, Limited English Proficiency Pathway contractors, tribal organizations, state agencies, early childhood education sites, and labor unions.

Ongoing communications with community partners are facilitated by Listserv, Portal Feedback link, CBOs network meetings, and one-on-one conversations. Efforts will continue to add the Portal link to other organizations' web sites. Some notable web sites that have posted Washington Connection icon or link include the State Library's Hard Times Resource Guide, WIN 211 site, Washington State Food Coalition site, and DSHS web sites.

Future marketing campaigns will include bus advertisements as well as radio and TV public service announcements. The focus areas of these marketing campaigns will be determined by factors such as percentage of

online applications (in total applications), Basic Food participation rate, location and density of low-income residents, etc.

Training and Orientation

The Bill & Melinda Gates Foundation provided a grant of $150,000 to support training and orientation for Washington Connection outreach. Building Changes created a website and an online registration tool for community based organizations to sign up for training. Invitations were promoted through the WorkFirst Local Planning Area Networks and sent to CBOs including those previously signed up as community partners of DSHS Community Partnership Program. DSHS created the curriculum and delivered the training in the following settings during 2011.

Setting	Estimate of Participants
Regional Community Meetings (38)	900
City of Seattle PeoplePoint Meetings (3)	
CBOs Network Meetings (2)	
Webinars (4)	
Display at Conferences (3)	850

At regional community meetings, the CBO representatives were provided with marketing materials, feedback questionnaires, and community partner registration forms. Follow-up actions to register CBOs were coordinated through the DSHS Community Services Division.

Two online tutorials designed specifically for community partners also became available in October 2011 on the Washington Connection website. These tutorials can help CBOs understand how to become a partner and how to create a CBO account.

Below are two partnership levels that describe the degree of involvement of CBOs. An organization may choose to offer assistance at both service levels.

Level 1: Host Organization *(assist with one or more of the following functions)*

> ➢ Display posters and printed marketing materials about Washington Connection
> ➢ Provide applicants with access to a computer with an icon to Washington Connection on the desktop
> ➢ Provide applicants with assistance in answering questions about Washington Connection

Level 2: Assisting Agency

> ➢ Display posters and printed marketing materials about Washington Connection
> ➢ Provide applicants with assistance in completing and submitting the online application (To protect the confidentiality of client information, the Assisting Agency will be required to fill out a Data Share Agreement and Non-Disclosure forms before the CBO Account is created.)

In addition to selecting a service level, the partnering organization also identifies whether it promotes Portal access to limited customers or the general public.

- Limited Access – The CBO's address will not be published because it provides access to Washington Connection to CBO's own customers only (such as community health clinics).

- Public Access – The CBO's address will be published online because it provides access to Washington Connection to the general public (such as public libraries).

Capacity Building

Feedback received from community meetings revealed the barriers to effective community outreach to increase use of the Portal.   CBO-related barriers include lack of staffing, equipment and internet access. Client related barriers include lack of transportation, disabilities, and limited ability to read English.

As the Partnership Subcommittee and the Advisory continue to explore ways to address these barriers, DSHS is taking the following actions:

- Provide additional incentive to encourage Basic Food outreach contractors to help client complete online applications.

- Use a federal grant for a four-county pilot project to provide funding for contracted CBOs to hire staff and purchase equipment to increase client outreach and complete online applications.

- Maximize the use of the Mobile Community Services Offices in partnering with CBOs that have clients needing help in completing online applications and interviews.

Customer Support

Currently the customer support capacity for Washington Connection users is limited to the Contact Us link on the website. A triage process takes place after the DSHS Customer Support Team receives a message from a user. In general the user will receive a response within one business day.

As part of the enhancement of Washington Connection scheduled for January 2012, the Contact Us link will provide users with dynamic contact information based on questions and programs selected by the user. The contact information for the City of Seattle's benefit programs will be also included.

Although other customer support capabilities and technologies are distributed across multiple public and private agencies, the long-term vision of the Partnership Subcommittee is to identify a model for providing telephony customer support across multiple benefit programs.

In recognition of the need to have a real-time live-person for users to ask questions and get help on the phone, a consulting firm hired by the Bill & Melinda Gates Foundation has conducted a Customer Support Landscape Analysis. Included in the analysis are:

- An assessment of agencies and technologies that can be leveraged for Washington Connection Customer Support function
- A high level operating model for telephony customer support
- A road map for implementation and associated cost estimates
- Essential business requirements that will support this customer support function

The analysis also identified short-term and long-term strategies that can help Washington Connection move towards this customer support model:

- Address "quick wins" with particular focus on supporting CBOs.
- Address or revisit identified policy issues such as privacy confidentiality and telephonic voice signature.
- Secure start-up funding and prepare to implement comprehensive solution.
- Design contract structure to meet the needs of multiple programs.

The Advisory Committee reviewed the analysis summary in October 2011, identified questions for further research, and provided a few overarching principles for future considerations:

- The solution should be client-focused and should support both benefit programs and community-based organizations.
- The solution should result in workload avoidance in service delivery processes for agencies that manage the benefit programs.
- The solution should be sustainable if savings from workload avoidance in service delivery could be used to cover long-term maintenance costs.
- The solution should leverage the Heath Benefits Exchange initiative and explore potential funding support opportunities.

7. Success Indicators and Outcomes

A cross-agency measurement team with representatives from benefit program managers, IT business analysts, research staff, and partnering consultants identified a number of key success indicators for Washington Connection. Each success indicator may include a number of measurements. These key success indicators are:

a. Online customer survey results: by client, community-based organization worker, and others.
b. Number and percent of applications submitted through Washington Connection and paper application: broken down by county
c. Number of clients with Client Benefit Account
d. Number of registered community partner organizations
e. Number of partnering Assisting Agencies with CBO Account
f. Number of benefit programs that can be applied for through Washington Connection

DSHS is working to make these data reports available on Washington Connection web site starting July 2012. Below is initial outcome data supporting these key success indicators.

a. Online Customer Survey Results
(10/16/11-11/10/11 Total Responses: 2,186; Clients: 82.9%; CBO Workers: 3.2%; Others: 13.9%)

Customer Survey Question	Client		CBO Worker	
	Yes	No/Partial	**Yes**	No/Partial
Did you find the information you were looking for?	**68.9%**	31.1%	**66.7%**	33.3%
Were you able to complete the tasks intended?	**55.3%**	44.6%	**73.3%**	26.6%
Did you learn about services or benefits that you were not aware before?	**36.1%**	63.9%	**60.9%**	39.1%
Did you apply for services or benefits for which you didn't plan to apply (or help your client apply) previously?	**20.6%**	79.4%	**56.5%**	43.5%

Overall, how would you rate the Washington Connection web site?	Very Good	Good	Average	Poor	Very Poor
	27.3%	**35.0%**	**25.4%**	6.7%	5.6%

Would you recommend Washington Connection web site to people who are trying to find social services or benefits?	Yes	No
	81.0%	19.0%

Data Source: Survey Monkey: 11/10/11 data.

b. Percent of Applications Submitted Through Washington Connections

About 410,000 online applications have been submitted through Washington Connection between January and October 2011. The percentage of online applications increased from 53.01% in January to 56.69% in October 2011.

(10/1/2011 - 10/31/2011): Latest Data

Type of Submission	# Total	% Submitted by Clients	% Submitted by CBOs	# Online Submission	% Online of Total	# Paper	% Paper of Total
Applications	**69,756**	**97.27%**	**2.71%**	**39,544**	**56.69%**	**30,212**	**43.31%**
Renewals	45,554	99.76%	0.24%	11,147	24.47%	34,407	75.53%
Changes	8,788	99.33%	0.67%	5,586	63.56%	3,202	36.44%
Total	124,098	98.33%	1.66%	56,277	45.35%	67,821	54.65%

Data Source: BarCode System

(1/1/2011 - 1/31/2011): Baseline Data

Type of Submission	# Total	% Submitted by Clients	% Submitted by CBOs	# Online Submission	% Online of Total	# Paper	% Paper of Total
Applications	**75,221**	**96.87%**	**3.13%**	**39,881**	**53.01%**	**35,340**	**46.98%**
Renewals	53,597	99.73%	0.27%	9,117	17.01%	44,480	82.98%
Changes	7,693	99.31%	0.69%	3,545	46.08%	4,148	53.91%
Total	136,511	98.13%	1.87%	52,543	38.48%	83,968	61.51%

Data Source: BarCode System

c. Number of Client Benefit Accounts created   1,384

As of 10/24/11, 25,625 User IDs were created in Washington Connection for online application. Among them, 1,384 also have Client Benefit Accounts.

d. Number of registered community partners   600

As of 10/24/11, 600 organizations registered as Washington Community Partners including 84 assisting agencies.

e. Number of partnering assisting agencies with CBO Account   71

Among Assisting Agencies and outreach contractors, 71 have created CBO Accounts to manage and submit client applications online.

f. Number of benefit programs that can be applied for through Washington Connection (See Appendix E)   33

8. Interface with the City of Seattle

The City of Seattle (the City) started the PeoplePoint Initiative in 2009 to improve Seattle residents' access to benefits provided by the city. In addition to Basic Food, Medical Assistance, Temporary Assistance for Needy Families (TANF), and Working Connection Child Care benefits, the city also provides the following benefits to Seattle residents:

- Utility Discount Program
- City Light's Emergency Low-Income Assistance
- Seattle Public Utilities' Emergency Assistance for Water
- Child Care Assistance
- Step Ahead Preschool Program
- Early Childhood Education and Assistance Program (ECEAP)
- Weatherization Assistance through HomeWise Program

To make it easy for Seattle residents to apply for these benefits, the city created a PeoplePoint web site to share information of these benefits in 2009 and consolidated all paper applications in 2010. During the planning phase of the Benefit Portal Partnership Project, both DSHS and the City of Seattle expressed strong interest in developing a Portal interface with the city that would allow Seattle residents to apply for city benefits through the Portal.

Discussions about business requirements for this started in 2010. After securing the federal and private funding sources for building the Portal interface and the PeoplePoint Data Store, the City of Seattle signed a Memorandum of Agreement with DSHS in February 2011, followed by key project milestones listed below.

March 2011	Create project plan.
April	Refine business requirements.
April	Complete application design.
May	Complete database design.
May	Complete business rules for screening and online application.

June	Complete detailed test plan.
July	Complete development of the interface.
August	Translate new web page contents and messages.
August	Complete system and acceptance testing.
August	Sign data share agreement.
August 2011	Implement new release with PeoplePoint benefits included and send client application information to the City.

The partnership with the city presented great learning opportunities to all involved personnel because this type of partnership project hasn't been done in the past or in other states. As this project moved into Maintenance and Operation phase, the City and DSHS have been working to develop a Service Level Agreement that describes ongoing maintenance services, change management process, and the cost structure for the services provided to the city.

In recognition of the need to involve the city and any future partners in ongoing change management process, regular communication activities will be essential for information sharing and feedback gathering.

To capture learned lessons that can benefit other jurisdictions and other states, a case study sponsored by the Bill & Melinda Gates Foundation will be completed in December 2011. The case study report will help:

- Clarify expectations for potential future partners about what is required or anticipated in the process.
- Demonstrate what worked well and what can be improved in terms of project management, change management, and ongoing communications.
- Inform readiness in business operations and technology capabilities necessary for a successful interface project.

9. Program Integrity

Because the intent of Washington Connection benefit portal (the Portal) is to increase low-income individuals and families' access to services and benefits they need, it's critical to ensure program integrity so that people who really need the help can receive the services and benefits for which they are eligible. In the effort to accomplish that and to comply with federal privacy rules, DSHS established a number of procedures to verify client information and protect client privacy and confidentiality.

Verify Client Information

The Portal allows the client to create a User ID and password for their own account. The authentication process enables the client to securely access their own information during and after the application process. The following steps take place after the online application is submitted:

- The program staff must verify client information and gather additional needed information during the interview or by phone. The minimum information to be verified includes personal identity, income, alien status (for non-citizen), Social Security number, and any other questionable household information. For cash assistance, more information – such as assets, child support, pregnancy, disability declared – will be verified. Clients applying for Medical Assistance also need to verify information related to medical expenses and assets of all adults applying (except pregnant women).

- During the interview process, the program staff reviews all required eligibility criteria before the client's eligibility can be determined in either the Automatic Client Eligibility System (ACES) or Barcode System (for childcare-only cases).

- ACES conducts about 80 electronic interfaces to federal and state sources. Some of these interfaces can detect potential fraud by verifying information from multiple sources, such as the name, date of birth, and Social Security Number. Some interfaces can also verify income information.

- Alerts are generated whenever a match or mismatch is found – depending on the information detected. If the program staff receives

an ACES alert or call-in report about a potentially fraudulent application, the staff will take appropriate actions.

Protect Client Privacy and Confidentiality

If the client is assisted by another person, a community-based organization (CBO), or the City of Seattle during the online application process, the Portal requires the client to sign the electronic consent form that gives permission for sharing their personal information with a third-party (other than DSHS) during the application process.

Partnering community-based organizations, if registered as Assisting Agencies, can create their own secured CBO Accounts in Washington Connection to assist clients in applying for benefits. To ensure data security and client confidentiality, the CBO needs to complete the following steps before a CBO Account can be created:

- Submit the Community Partnership Registration Form to provide the organization's information, including the level of partnership (Assisting Agency level in this case) and the level of access (open to public or limited to its clients only).

- Complete a Contractor Intake Form and a Non-Disclosure Form to ensure that the client's information will not be disclosed by the Assisting Agency or its staff members. A Partner Contractor ID will be assigned so that a Data Share Agreement can be generated.

- Sign a Data Share Agreement to protect client's confidential information. A Barcode Contractor ID will be assigned to track application activities.

- Use the assigned Barcode Contractor ID to create a Secure Access Washington (SAW) ID for the Assisting Agency Supervisor.

- Submit the organization's User Log with the names of the supervisor and staff members who will use the CBO Account. At this point a profile will be created in Washington Connection for the Assisting Agency. This will tie the Partner Contractor ID, Barcode Contractor ID, and the Supervisor SAW ID together for data security. A CBO Account will be created for the Assisting Agency at this point.

10. Future Portal Enhancements

As the partners and stakeholders continue to identify improvement opportunities to enhance functions of Washington Connection Benefit Portal, the online customer survey will also reveal reasons why certain information is difficult for users to find, or why some tasks are difficult for users to complete online.

Because Washington Connection connects to and shares data with other systems managed by DSHS, all business requirements for major enhancements will need to be carefully reviewed from the technology perspective of multi-system architecture as well as from the business perspective of multi-program policies and operations.

Some of the major enhancements that are being reviewed are:

- Dynamic e-Signature page and Confirmation page with "Next Steps" information. Because different texts and contents for these pages are required by the City of Seattle and by other programs, the e-Signature page and the Confirmation page will provide customized content based on the programs that the user is applying for. This is scheduled to be released in April 2012.

- Super User Online Application that will streamline the online application pages for high-volume registered community partners (Assisting Agencies) that help client complete online application. This is scheduled to be implemented in April 2012.

- Authorized Assisting Agencies' access to their assigned clients' benefit information - this is scheduled to be implemented in October 2012. DSHS has submitted a supplemental grant proposal to the Bill & Melinda Gates Foundation to seek funding support for this enhancement. Many CBOs indicated that this functionality will increase their effectiveness in helping clients find the benefits they need but haven't applied for.

- Functions that can auto-enroll Medicaid eligible newborns; auto-populate online renewal forms; upload and attach verification documents to online application, benefit renewal, and change report; and accept online premium payments for children on Medicaid. These

enhancements are supported by a federal grant from U. S. Department of Health and Human Services, Centers for Medicare and Medicaid Services. DSHS applied for this grant (CHIPRA II Grant) in May 2011 and was one of ten states selected to receive the technology improvement grant. The goal of these enhancements is to improve enrollment for Medicaid eligible children. These new functions will be available by September 2013.

In addition to the above enhancements, DSHS has begun discussions with several organizations to explore partnership opportunities in the future for the following initiatives:

- **Free and Reduced Price School Meals Online Application:** Sponsored by the Office of Superintendent of Public Instruction, this initiative proposes adding Free and Reduced Price School Meals to the Washington Connection online application. This initiative could potentially increase low-income student's access to the meal programs and will help reduce the administrative burdens associated with processing paper applications in each school district.

- **North Seattle Community College "Start Next Quarter" Online Screening:** Several meetings have taken place to discuss the possibility to add the information and link for "Start Next Quarter" to the Portal "Am I Eligible" screening tool. The objective is to provide clients with access to information about Workforce Education programs. Cost estimates of three different approaches have been provided to the North Seattle Community College. The College will be conducting a detailed business analysis of multiple potential solutions.

- **City of Tacoma, City of Lakewood, and Pierce County:** A group of City and community leaders met with representatives from DSHS and the City of Seattle to learn about the partnership project that implemented the interface between Washington Connection and PeoplePoint. The United Way of Pierce County has received a planning grant from the Bill & Melinda Gates Foundation to do a feasibility study and to identify the benefit program(s) that might be added to Washington Connection as part of the online application process.

11. Conclusion

Many factors played an essential role during the development and implementation of the Washington State Benefit Portal Partnership Project. In retrospect, key success factors of the Project include the following:

- Strong leadership from the Executive Sponsor and the Steering Committee that provided the vision and driving force for the Project.

- Strong support from the philanthropic organizations that provided funds to support the Project – both for IT implementation and the partnership outreach development.

- Strong partnership with both public and private organizations to embrace collaboration and engagement, with a common goal to help people find the support they need.

- Strong technology expertise and capabilities in developing and implementing large-scale, complex IT projects.

- Strong project management and coordination to complete tasks in a timely and collaborative manner.

It is the Project's long-term vision to add more benefit programs to the Portal online application and reduce the use of paper applications. Discussions with state agencies and local jurisdictions identified the following barriers:

- Some benefit programs require in-person assessment or consultation with the local agency as part of the application process, such as WIC (Women, Infant, and Children) Nutrition Program and SSI (Supplemental Security Income) Program for people with disabilities.

- Some entities do not have compatible database systems to receive or process online application data, including Tribes that operate their own TANF programs.

- For some populations, paper applications are more accessible than an online application. They include home-bound elderly, people with

disabilities, and people who cannot read English or Spanish (because translations in other languages are available in paper forms only).

State agencies or jurisdictions that are interested in adding benefit programs to the Washington Connection screening tool or online application may want to go through a readiness assessment early on. The assessment may include the following activities:

- Review business models to see if the screening tool and the online application can be used for certain services or benefits.

- Assess business readiness and identify what changes should take place in operations – such as consolidation of application processes of multiple benefit programs.

- Assess technology readiness and identify what capabilities should be developed to receive and process client application data.

- Answer questions related to future sustainability and identify what changes need to occur in the funding mechanism to support ongoing maintenance and operation of the interface and data processing.

Appendix A

Engrossed Second Substitute House Bill 2782 (Section 2)

ENGROSSED SECOND SUBSTITUTE HOUSE BILL 2782

AS AMENDED BY THE SENATE
Passed Legislature - 2010 1st Special Session
State of Washington 61st Legislature 2010 Regular Session

By House Ways & Means (originally sponsored by Representatives
Dickerson, Appleton, McCoy, Carlyle, Morrell, Kagi, Kessler, Green,
Ericks, Moeller, Roberts, Nelson, and Orwall)

READ FIRST TIME 02/09/10.

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 1     AN ACT Relating to establishing the security lifeline act; amending
 2   RCW 74.04.005, 10.101.010, 26.19.071, 31.04.540, 70.123.110, 73.08.005,
 3   74.04.0052, 74.04.120, 74.04.230, 74.04.266, 74.04.620, 74.04.770,
 4   74.08.043, 74.08.278, 74.08.335, 74.08A.210, 74.09.010, 74.09.035,
 5   74.09.555, and 74.50.060; reenacting and amending RCW 13.34.030; adding
 6   new sections to chapter 74.04 RCW; adding a new section to chapter
 7   43.330 RCW; adding a new section to chapter 70.47 RCW; adding a new
 8   section to chapter 70.96A RCW; adding a new section to chapter 74.08A
 9   RCW; creating new sections; providing an effective date; providing an
10   expiration date; and declaring an emergency.
11   BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF WASHINGTON:
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-
 4     NEW SECTION. Sec. 2. A new section is added to chapter 74.04 RCW
 5   to read as follows:
 6     OPPORTUNITY PORTAL. (1) An online opportunity portal shall be
 7   established to provide the public with more effective access to
 8   available state, federal, and local services. The secretary of the
 9   department of social and health services shall act as the executive
10   branch sponsor of the portal planning process. Under the leadership of
11   the secretary, the department shall:
12     (a) Identify and select an appropriate solution and acquisition
13   approach to integrate technology systems to create a user-friendly
14   electronic tool for Washington residents to apply for benefits;
15     (b) Facilitate the adaptation of state information technology
16   systems to allow applications generated through the opportunity portal
17   and other compatible electronic application systems to seamlessly link
18   to appropriate state information systems;
19     (c) Ensure that the portal provides access to a broad array of
20   state, federal, and local services, including but not limited to:
21   Health care services, higher education financial aid, tax credits,
22   civic engagement, nutrition assistance, energy assistance, family
23   support, and disability lifeline benefits as defined in sections 4
24   through 13 of this act;
25     (d) Design an implementation strategy for the portal that maximizes
26   collaboration with community-based organizations to facilitate its use
27   by low-income individuals and families;
28     (e) Provide access to the portal at a wide array of locations
29   including but not limited to: Community or technical colleges,
30   community college campuses where community service offices are
31   colocated, community-based organizations, libraries, churches, food
32   banks, state agencies, early childhood education sites, and labor
33   unions;
34     (f) Ensure project resources maximize available federal and private
35   funds for development and initial operation of the opportunity portal.
36   Any incidental costs to state agencies shall be derived from existing
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1   resources. This subsection does not obligate or preclude the
2   appropriation of future state funding for the opportunity portal;
3   (g) Determine the solution and acquisition approach by June 1,
4   2010.
5   (2) By December 1, 2011, and annually thereafter, the department of
6   social and health services shall report to the legislature and
7   governor. The report shall include data and information on
8   implementation and outcomes of the opportunity portal, including any
9   increases in the use of public benefits and increases in federal
10 funding.
11   (3) The department shall develop a plan for implementing paperless
12 application processes for the services included in the opportunity
13 portal for which the electronic exchange of application information is
14 possible. The plan should include a goal of achieving, to the extent
15 possible, the transition of these services to paperless application
16 processes by July 1, 2012. The plan must comply with federal statutes
17 and regulations and must allow applicants to submit applications by
18 alternative means to ensure that access to benefits will not be
19 restricted.
20   (4) To the extent that the department enters into a contractual
21 relationship to accomplish the purposes of this section, such contract
22 or contracts shall be performance-based.

Appendix B

Steering Committee Membership

Executive Sponsor:

Susan Dreyfus, Secretary, Department of Social and Health Services

Committee Chair:

David Stillman, Assistant Secretary, Economic Services Administration, Department of Social and Health Services

Committee Members:

1. Associated Ministries: Chris Morton, Executive Director
2. Association of Washington Cities: D. J. Wilson, Councilmember, City of Edmonds
3. Bill & Melinda Gates Foundation: David Bley, Executive Director, Pacific Northwest Initiative
4. Boeing Company: Gina Breukelman, Manager, Global Corporate Citizenship
5. Casey Family Programs: Carol Washington Mizoguchi, Director, Strategic Engagement and Initiatives
6. City of Seattle: Dannette R. Smith, Director, Human Services Department
7. Department of Commerce: Dan McConnon, Assistant Director, Community Services and Housing Division
8. Governor's Executive Policy Office: Alexis Oliver, Policy Advisor
9. Health Care Authority: Manning Pellanda, Director, Division of Eligibility and Services Delivery
10. Office of Financial Management: Debbie Kendall, Technology Consultant, Office of Chief Information Officer
11. Puyallup Tribal Health Authority: Jennifer LaPointe, Executive Director
12. Samish Indian Nation: Rebecca Peck, Director, Health and Human Services
13. Statewide Poverty Action Network: Tony Lee, Policy Director
14. Washington Dental Service Foundation: Laura Smith, Executive Director
15. Washington Food Coalition: Robert Coit, Executive Director, Thurston County Food Bank
16. Washington State Association of Counties: Tara Smith, Manager, Lewis County Social Service Department
17. Washington State Board for Community and Technical Colleges: Cynthia Torres-Jimenez (now vacant)
18. Washington State House of Representatives: Representative Mary Lou Dickerson
19. White Center Community Development Association: Aileen Balahadia, Executive Direction

Appendix C

Partnership Subcommittee Membership

1. Associated Ministries: Valerie Crout, Melinda Chan
2. Association of Washington Cities: Candice Bock
3. Bill & Melinda Gates Foundation: LiLi Liu, Ben Pierson
4. Building Changes: Sarah Rajski, Mark Putnam
5. Chief Seattle Club: Katrina Clauson
6. Chinese Information and Service Center: Alaric Bien
7. City of Seattle: Cindy McMahan
8. CHOICE Regional Health Network: Libby Weisdepp
9. Community Services Division (DSHS): Stephanie Hill, Rebecca Henrie, Karen Kramer, Bill Callahan, Paul Overby, Mike Hart, Terre Penn
10. Department of Corrections: Michael Watkins, Joenne McGerr
11. Department of Health: Janet Charles, Pama Joyner
12. Department of Veterans Affairs: Alfie Alvarado-Ramos, Steven Gill, Heidi Audette
13. Employment Security Department: Kelly Lindseth
14. Home and Community Services Division (DSHS): Terry Marker, Bill Moss
15. Hopelink: Lynn Moody
16. King County Public Library System: Bill Ptacek
17. Medina Foundation: Jennifer Teunon
18. Neighborhood House: Jay Kang
19. Office of Superintendent for Public Instruction: Donna Parsons
20. Seattle/King County Public Health: Lisa Podell, Daphne Pie
21. South Sound Outreach Services: Roberta Marsh
22. Tacoma/Pierce County Public Health: Sebrena Chambers
23. Uncommon Solution: Robbi Kay Norman
24. United Way of King County: Courtney Noble
25. United Way of Pierce County: Helen Myrick
26. United Ways of Washington: Erica Benson-Hallock
27. Washington Food Coalition: Julie Washburn
28. Washington State Community Action Partnership: Merritt Mount
29. WIN211: Vanessa Gaston
30. WithinReach: Patty Hayes

Appendix D

Technology Subcommittee Membership

1. Aging and Disability Services (DSHS): Daniel Knutson-Bradac

2. Bill & Melinda Gates Foundation: Erin Kenny

3. City of Seattle: Susan McCallister

4. Department of Health: Renia Neuhauser

5. Economic Services (DSHS): : Ira Feuer, Scott Reese

6. Employment Security Department: Bill Pruett

7. Information Systems Services (DSHS): Carl Ward

8. Seattle/King County Public Health: Lisa Podell

9. Services for the Blind: Debbie Cook

10. South Sound Outreach Services: Roberta March

11. State Board for Community and Technical Colleges: Michael Scroggins

12. United Way of King County: Lauren McGowan

13. Vocational Rehabilitation (DSHS): Paul Cox

14. WithinReach: Patty Hayes

Appendix E

Benefit Programs Included in Online Application

State and Federal Benefit Programs (26)

- Basic Food
- Cash (the worker decides which programs the client is eligible for)
    1. Temporary Assistance for Needy Family (TANF)
    2. Refugee Cash Assistance
    3. Aging, Blind, Disability (ABD) Cash Assistance
    4. Pregnant Women's Assistance
    5. Diversion Cash Assistance
    6. Consolidated Emergency Assistance Program
    7. State Supplemental Payment
- Medical (the worker decides which programs the client is eligible for)
    1. Family Medical
    2. ABD Medical (Single Disabled)
    3. Alien Emergency Medical
    4. Medical Care Services (Disability Lifeline Medical)
    5. Take Charge Family Planning
- Children's Medical (the worker decides which program the child is eligible for)
    1. Children's Medical
    2. Children's Health Insurance Program (CHIP)
- Pregnancy Medical
- Drug or Alcohol Treatment
- Help with medical bills (from the last three months)
- Medicare Savings Program
- Psychiatric Indigent Inpatient
- Healthcare / Workers with Disabilities
- Working Connections Child Care
- In-Home Long Term Care Services
- Assisted Living Facility / Adult Family Home
- Nursing Home
- Hospice

City of Seattle Benefit Programs (7)

- Utility Discount Program
- City Light's Emergency Low-Income Assistance
- Seattle Public Utilities' Emergency Assistance for Water
- Child Care Assistance
- Step Ahead Preschool Program
- Early Childhood Education and Assistance Program (ECEAP)
- Weatherization Assistance through HomeWise Program

Appendix F

Online Customer Survey Questions

Thank you for visiting Washington Connection web site! This is a benefit portal where Washington State residents can learn about and apply for a variety of social services and benefits. Please help us improve this web site by answering a few questions after your visit. It takes about 5 to 10 minutes to complete the survey. The information you provide in the survey will be kept strictly confidential. This web site is designed to keep your responses secure and private. Your participation in the survey as well as your responses will not affect your benefits or eligibility in any way. Thank you.

1. Why did you visit Washington Connection web site?

- ☐ I wanted to find or get social services or benefits for me or my family. (Track A for Clients)
- ☐ As a worker in a community agency, I helped our clients apply for services or benefits. (Track B for community agency workers)
- ☐ Other (please explain)

2. Did you find the information you were looking for?
- ☐ Yes
- ☐ No

3. What information you were looking for but not able to find?

4A. What tasks did you try to complete on this web site? Pick all that apply.
- ☐ Look for information about services or benefits that I or my family members may need.
- ☐ Find out whether I or my family members would be eligible to receive any services or benefits.
- ☐ Apply for services or benefits online.
- ☐ Report a change in circumstances for the current benefits (for current client only).
- ☐ Renew the current benefits (for current client only).
- ☐ Create or use my Client Benefit Account (for current client only).
- ☐ Other (please explain)

4B. What tasks did you try to complete on this web site? Pick all that apply.
- ☐ Look for information about services or benefits that my client may need.
- ☐ Find out whether my client would be eligible to receive any services or benefits.
- ☐ Help my client apply for services or benefits online.
- ☐ Report a change in circumstances for my client.
- ☐ Renew my client's benefits.
- ☐ Create or use the Community Based Organization Account (for registered agency only).

☐ Other (please explain)

5. Were you able to complete these tasks?
   - ☐ Yes
   - ☐ No
   - ☐ Partly

6A. What is the main task that you had difficulty with?
   - ☐ Look for information about services or benefits that I or my family members may need.
   - ☐ Find out whether I or my family members would be eligible to receive any services or benefits.
   - ☐ Apply for services or benefits online.
   - ☐ Report a change in circumstances for the current benefits (for current client only).
   - ☐ Renew the current benefits (for current client only).
   - ☐ Create or use my Client Benefit Account (for current client only)
   - ☐ Other (please explain)

6B. What is the main task that you had difficulty with?
   - ☐ Look for information about services or benefits that my client may need.
   - ☐ Find out whether my client would be eligible to receive any services or benefits.
   - ☐ Help my client apply for services or benefits online.
   - ☐ Report a change in circumstances for my client.
   - ☐ Renew my client's benefits.
   - ☐ Create or use the Community Based Organization Account (for registered agency only).
   - ☐ Other (please explain)

7. What are the reasons why you had difficulty with this task?

8A. Did you learn about services or benefits that you were not aware of before?
   - ☐ Yes
   - ☐ No

8B. Did you help your client learn about services or benefits that he or she was not aware of before?
   - ☐ Yes
   - ☐ No

9A. Did you apply for services or benefits for which you didn't plan to apply previously?
   - ☐ Yes
   - ☐ No

9B. Did you help your client apply for services or benefits for which he or she didn't plan to apply previously?
- ☐ Yes
- ☐ No

10. What feature(s) of the Washington Connection web site do you like the most?

11. What feature(s) can be improved on this web site?

12. Do you have or use a Smartphone, iPad, iPhone, or other Android mobile device?
- ☐ Yes (Lead to 13)
- ☐ No (Lead to 14A or 14B)

13. Would you use a mobile device to access web sites such as Washington Connection? (Lead to 14A or 14B)
- ☐ Yes
- ☐ No

14A. In which county of Washington State do you live now?
- ☐ (Select a county)

14B. In which county of Washington State is your agency's main office?
- ☐ (Select a county)

15A. Are you a resident of the City of Seattle? (Lead to 16)
- ☐ Yes
- ☐ No

15B. Does your agency help residents of the City of Seattle apply for services and benefits?
- ☐ Yes
- ☐ No

16. Overall, how would you rate the Washington Connection web site?
- ☐ Very Good
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Very Poor

17. Would you recommend Washington Connection web site to people who are trying to find social services or benefits?
- ☐ Yes
- ☐ No

Thank you very much for taking this survey. Make sure you are completely done with the survey before you press the "DONE" button below. After the survey closes, you may see a message that says something like "Trying to close Window." Don't worry about this. Your survey is safely closed.